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## BETC: thrills and chills

14 Feb 2013

BETC has created the global campaign to launch Peugeot's new version of the RCZ sports coupe. Apparently, the new Peugeot is all about speed and elegance, because the one shown is so fast it can't be caught on film.

The car triggers 70 cameras and their led flashes as it passes by. None catches even a glimpse of the car.

Wanda Production's Philippe André directed the film that was shot during 3 days on a mountain at 1200 m height, in a military site where 1 director, 10 actors, about 50 extras and a team of 100 people worked together despite an air temp of 10° celsius, gusts of wind up to 100 km and a pea soup fog.

Andre also directed BETC's TVC, Toys, for Peugeot that won a Gold Lion in Cannes 2004.

The second part of the campaign will be an interactive online experience. It launches towards the end of February.

Credits are:

Agency BETC

Executive creative director Rémi Babinet

Creative director Vincent Behaugel

Creative team David Aronson, Samuel Moore, Juri Zaech

Production company Wanda productions

Director Philippe Andre

Executive producer Patrick Barbier


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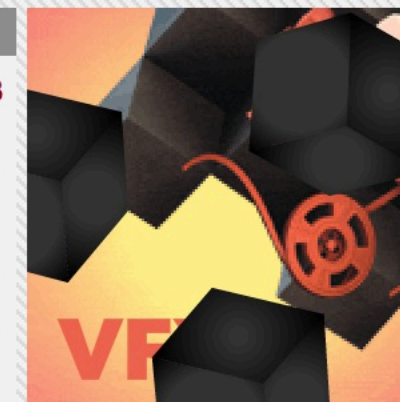
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 WORLD'S TOP**

Creative director Vincent Behaegel  
Creative team David Aronson, Samuel Moore, Juri Zaech

Production company Wanda productions  
Director Philippe Andre  
Executive producer Patrick Barbier

Sound Capitaine Plouf  
DOP Alex Lamarque  
SFX Mikros Image  
Colourist Didier Lefouest  
Editor Thierry Hoss



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